



2010/2011 Utah Tourism at a Glance*

- Traveler spending for 2010 is estimated to be \$6.5 billion
- 2010 Traveler spending is estimated to have generated \$842 million in state and local tax revenues (Approximately \$1,012 tax savings per Utah household)
- 2010 - Estimates of tourism arrivals were 20.2 million
- 2010 - Estimated 122,839 jobs in travel and tourism-related industries (Approximately 7.6% of total Utah nonfarm jobs)
 - 81,907 Direct tourism jobs
 - 16,769 Indirect tourism jobs
- 2010 - 75% of Utah's visitors come from the Western United States. Top markets include:
 - California
 - Colorado
 - Idaho
 - Nevada
 - Texas
 - Arizona
- 2010 - International visitors accounted for 3.57% of total non-resident visitation with an estimated 721,140 visits in 2010. Top international markets include:
 - Canada
 - United Kingdom
 - Mexico
 - Japan
 - Germany
 - Netherlands
 - France
 - South Korea
- 2011 - 6.3 million recreation visits were made to Utah's five national parks during 2010. Another 5.0 million recreation visits occurred at Utah's seven national monuments, two national recreation areas, and one national historic site.
- 2011 - 4.7 million visitors enjoyed Utah's 43 state parks
- 2010 - 20.0 million passengers arrived at Salt Lake International Airport during the year
- 2010 - Utah's 13 ski resorts hosted 4.2 million skier days during the 2010/11 season
- 2011 - 413,196 visitors stopped at Utah's six Welcome Centers
- 2011 - 62.7% statewide hotel/motel occupancy rate
- For every \$1 invested in advertising the average 2010 ROI in tax dollars to the state was \$15.99

*These figures are estimates which may be revised once final year-end figures become available.

Sources: Utah Governor's Office of Planning and Budget; D.K. Shifflet & Associates Ltd.; Strategic Marketing & Research, Inc.; National Park Service; Utah State Parks and Recreation; Ski Utah; Utah Department of Transportation; Utah State Tax Commission; Utah Department of Workforce Services; Salt Lake International Airport; U.S. Department of Commerce; Rocky Mountain Lodging Report; Census Bureau American Fact Finder; Utah Governor's Office of Economic Development – Office of Tourism